



MICHIGAN Wine Collaborative

Conference Call Meeting Minutes for Monday August 7 2018

- 1) Call to Order:
 - a. **Motion to bring meeting to order: Miller.**

- 2) Roll Call
 - a. Board Present: Miller, Moersch, Lutes, Lesperance, Anthony, Hosmer, Shay, Briggs, Youngblood, Petzold, Cooper. Public Present: Smith, Dockery, Bush, Christoff.
 - b. Board Absent: Excused: Morgan. Unexcused: Nitz, Kownacki.

- 3) Approval of minutes from July 9, 2018 meeting
 - a. **Motion to approve the July 9, 2018 minutes: Lutes, Second: Hosmer. Motion passed.**

- 4) Committee reports:
 - a. Finance:
 - i. Budget update
 1. Lutes: We have 23 to 25 thousand between both accounts. The proposed budget uploaded to Basecamp. All of the expenses in green is covered by the grant. The expenses in yellow will need to be paid with MWC resources. The budget will be reviewed and we will make a formal motion to be voted on at the next meeting.
 - b. Membership:
 - i. Shay: We are working on how to improve the onboarding process for new members. How to use Basecamp and Wild Apricot. We are looking to do a quarterly Basecamp boot camp for new members. See report attached to end of minutes.
 1. Vintage Michigan Program (MGWIC)
 - a. Shay: Confirm the vote as to taking on the Vintage Michigan Program once the MGWIC is dissolved.
 - i. Aye: Miller, Lutes, Shay, Briggs, Youngblood, Petzold, Cooper, Morgan.
 - ii. No: Moersch, Lesperance, Hosmer.
 - b. Shay: We do have an out if it does not work for us. We need to transfer the trademark to the MWC.
- c. Grants / Funding / Legislation:
 - i. Grant Report from Emily Dockery
 1. Dockery: The final Grant reporting is done. We requested \$27,000.
 - ii. Specialty Crop Block Grant - next cycle
 1. Miller: We need to work on another grant. He will put his thoughts down and post on Basecamp. General discussion about the CBC and funding.



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- d. Research / Education:
 - i. Petzold: No meeting last month, but work is ongoing. The next meeting will be the end of August / beginning of September. Paolo Sabbatini is hosting a speaker from Italy that will be speaking at the Resistant Grape Cultivators Symposium on August 29th. Sabbatini is also asking for support from the MWC for a project. Petzold to get more information.
 - e. Communications:
 - i. Lesperance: Next meeting is August 15th at 9:00 am.
 - f. Sustainability:
 - i. Moersch: No meeting last month. The next meeting will be August 14th. The agenda will be posted on Basecamp.
 - g. Cold Climate:
 - i. Youngblood: Working with Tom Smith on a program to introduce grape growing to 4-H members. Working on speakers for 2019 VESTA meeting and for the NW Orchard & Vineyard Show.
- 5) Other Business:
- 6) Next meeting / conference call: Tuesday, September 4th at 10:00am. There will be NO meeting in October.
- 7) Adjourn:
- a. **Motion to adjourn Miller, Second: Lesperance. Adjourned 11:01 am.**



**Membership Committee Meeting Report
August 7, 2018**

Membership snapshot: 105 members (same as last month, but we'll have 106 members by end of the week); GOAL 200 by October 15, 2019

- **New members:** Truly Michigan Vines (pending)
- **By the numbers:** 41 Wineries, 13 Vineyards, 7 tourism/retail/restaurant, 9 supplier/vendors (plus 1 pending), 4 student/educator/govt, 5 key employees of voting members, 18 individuals/consumers, 8 affiliate members – LONG WAY TO GO
- Possibility of merging Membership and Communications Committees due to overlapping budgets and initiatives
- Pro-rated memberships starting June 2018 (rated quarterly: any membership dues received June-September @ 50%, October-December @ 25%; all renew Dec 31 @ 100%)

Vintage Michigan: final vote?

Board member	Most recent vote	Final – 8-6-18
Cooper	Yes	
Lutes	Yes	
Morgan	Yes	
Shay	Yes	Yes
Youngblood	Yes	
Hosmer	No	
Lesperance	No	
Miller	No	
Petzold	No	
Anthony	-	
Briggs	-	
Kownacki	-	
Moersch	-	



Nitz	-	
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Priorities & Creative Programming, 2018-19

- On-boarding improvements for new members:
 - Welcome email to follow up to the snail mail welcome packet with info on creating a Wild Apricot profile, current committees and volunteer opportunities & how to sign up, how to use Basecamp, and all board members + Emily email addresses
 - Quarterly MWC Basecamp Boot Camp (a quarterly 30-minute to 1-hour optional interactive class on how to use our project management software, find other member information, access event calendars. *****PLEASE KEEP THE CALENDARS IN BASECAMP UPDATED FOR MEETINGS AND IN WILD APRICOT FOR MEMBER EVENTS and/or FORWARD EVENTS TO BE POSTED TO EMILY OR GINA*****)

- Vintage Michigan: If initiative passes, transition committee volunteers to begin immediate work with Karel and her team: Greg Christoff, Rick Cooper, Emily Dockery, Gina Shay and anyone else who wants to help.
- Coravin/Repour Wine Saver BTG on-premise program: Giveaway to restaurant/somm members to decrease “risk” of pouring MI wines by the glass
- Restaurant recognition program – Gold, Silver, Bronze levels: Incentive for restaurants to increase percentage of MI wines on wine lists
- Producer/retailer/wholesaler/restaurant/somm summit: Piggyback VESTA 2019 summit (70-80 people from all over the country) will be June 3-9, 2019, in Traverse City; *attach possible consumer ticketed tasting/event*
- Judgment of Detroit (and/or other metropolitan areas): Blind tasting of MI wines vs. other regions to be held in Detroit; involve Detroit somms/restaurateurs/wholesalers/retailers; *attach possible consumer ticketed tasting/event*

Recurring meeting date

- 4th Tuesday of each month at 9 am (now on Basecamp calendar). *Exception: meeting has been moved to December 18 instead of December 25, 2018.*



Grants and Legislation Committee Report

August 1, 2018

Dave Miller

The Grants and Legislation Committee was not active in the last month.

In the month ahead we plan to explore the possibility of seeking a Specialty Crop Block Grant to fund MWC activities that will: 1) Promote the Michigan Wine Industry; 2) Explore the possibility of taking on some functions that have been performed by the MGWIC such as Vintage Michigan, The Michigan Wine Competition and the Annual Wine Conference among others; 3) Explore ways to generate revenue streams for the MWC while performing promotional functions for the industry.

PA 232 Committee Report

August 1, 2018

Dave Miller

The PA 232 Committee performed the following activities during 2018 to date:

- Develop a plan for a PA 232 self-assessment program for wine grape growers
- Present plan to MDARD for review.
- Edit to include MDARD suggestions
- Presented plan to MWC Board for review and approval
- Received approval from MWC Board to go public with plan and begin the process as outlined by MDARD to move toward a referendum in the next 12 to 18 months.

The PA 232 Committee achieved its goal of developing a PA 232 proposal to be taken public and explain the program to wine grape growers who will be affected. Our next goal is to share information and answer questions from wine grape growers who will have to vote in favor of the plan during a referendum for the program to go into effect. The dissemination of PA 232 information over the period from August through November is our primary objective during that time frame. The next committee report will be in December.